

Application No. 09/849168 (Docket: DT.0101)
37 CFR 1.111 Amendment dated 09/09/2005
Reply to Office Action of 06/21/2005

AMENDMENTS TO THE ABSTRACT

Please delete the section entitled "ABSTRACT OF THE DISCLOSURE" in its entirety and substitute the following section therefor:

ABSTRACT OF THE DISCLOSURE

~~An apparatus and method are provided~~A technique for determining optimum prices of products ~~for sale~~. The apparatus includes a scenario/results processor, a demand engine, an activity based cost engine, and a price optimization engine. The scenario/results processor enables a user to prescribe an optimization scenario, and presents the optimum prices to the user, where the optimum prices are determined by execution of the optimization scenario. The demand engine ~~is coupled to the scenario/results processor, and~~ models relationships between potential prices of the products and market demand for the products. ~~The activity based cost engine is coupled to the demand engine. The~~ activity based cost engine estimates ~~demand chain~~ costs for the products based ~~upon the~~upon market demand. ~~The price optimization engine is coupled to the demand engine and the activity based cost engine. The~~ price optimization engine employs the market demand and the demand chain costs to determine the optimum prices, where the optimum prices are a subset of the potential prices, and where the optimum prices maximize a merchandising performance figure of merit according to the optimization scenario.